



Pete Wilson  
Governor

James M. Strock  
Secretary for  
Environmental  
Protection



California  
Environmental  
Protection  
Agency

Integrated  
Waste  
Management  
Board

8800 Cal Center Drive  
Sacramento, CA 95826  
(916) 255-2200

April 29, 1997

Dear Zone Administrator and Other Interested Parties:

**SUBJECT: RMDZ Marketing Contract Concepts**

The California Integrated Waste Management Board (CIWMB) is considering contract concepts for fiscal year 1997 and 1998 for the purposes of marketing the Recycling Market Development Zone (RMDZ) program. In prior years CIWMB has contracted for: 1) development and placement of advertising material; 2) development and publishing of marketing brochures; and, 3) training classes for the RMDZ zone administrators. The purpose of this notice is to solicit approaches for the Marketing of the RMDZ program.

**Achievables:**

CIWMB staff will consider approaches to promote the RMDZ program amongst manufacturing businesses within California and the nation to help increase awareness of the program, its benefits, and the incentives available to businesses.

CIWMB staff will consider approaches that are likely to assist in identifying manufacturing prospects for RMDZ loans and increase loan demand based on loan programs objectives and criteria.

CIWMB staff will also consider approaches that are likely to increase the use of secondary materials by manufacturers as a result of expanding operations or converting from use of virgin materials.

**Timeline:**

The Board will be considering contract concepts during the summer of 1997. If you would like your approach to be evaluated by staff in preparation of presentation of contract concepts to the CIWMB, please submit your concept by May 23, 1997.

**Amount:**

No specific funding amount has been identified for this proposal. The dollar amount will be based upon CIWMB's consideration of approaches received.

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Please note: The selection of a given approach does not guarantee that the CIWMB will contract with the individual proposing it. It is likely that all contracts will be subject to the competitive bidding process.

If you have any questions or need further information, please do not hesitate to contact myself at (916) 255-2320 or Mr. Raffy Kouyoumdjian, of the Market Development Zone Program, at (916) 255-2614.

Thank you for your consideration and for your support of recycling based manufacturing in California.

Sincerely,

A handwritten signature in black ink, appearing to be 'Caren Trgovcich', written over a horizontal line.

Caren Trgovcich, Deputy Director  
Waste Prevention & Market Development

cc: Mr. Raffy Kouyoumdjian